VALIANT
GAME STUDIO

Releasing games on Steam

Anna Jenelius
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Anna Jenelius
CEO & Creative Director
Games since 2011
Companies like Paradox, Lionbite & FutureGames
Ex solo indie dev

Based in Stockholm, Sweden

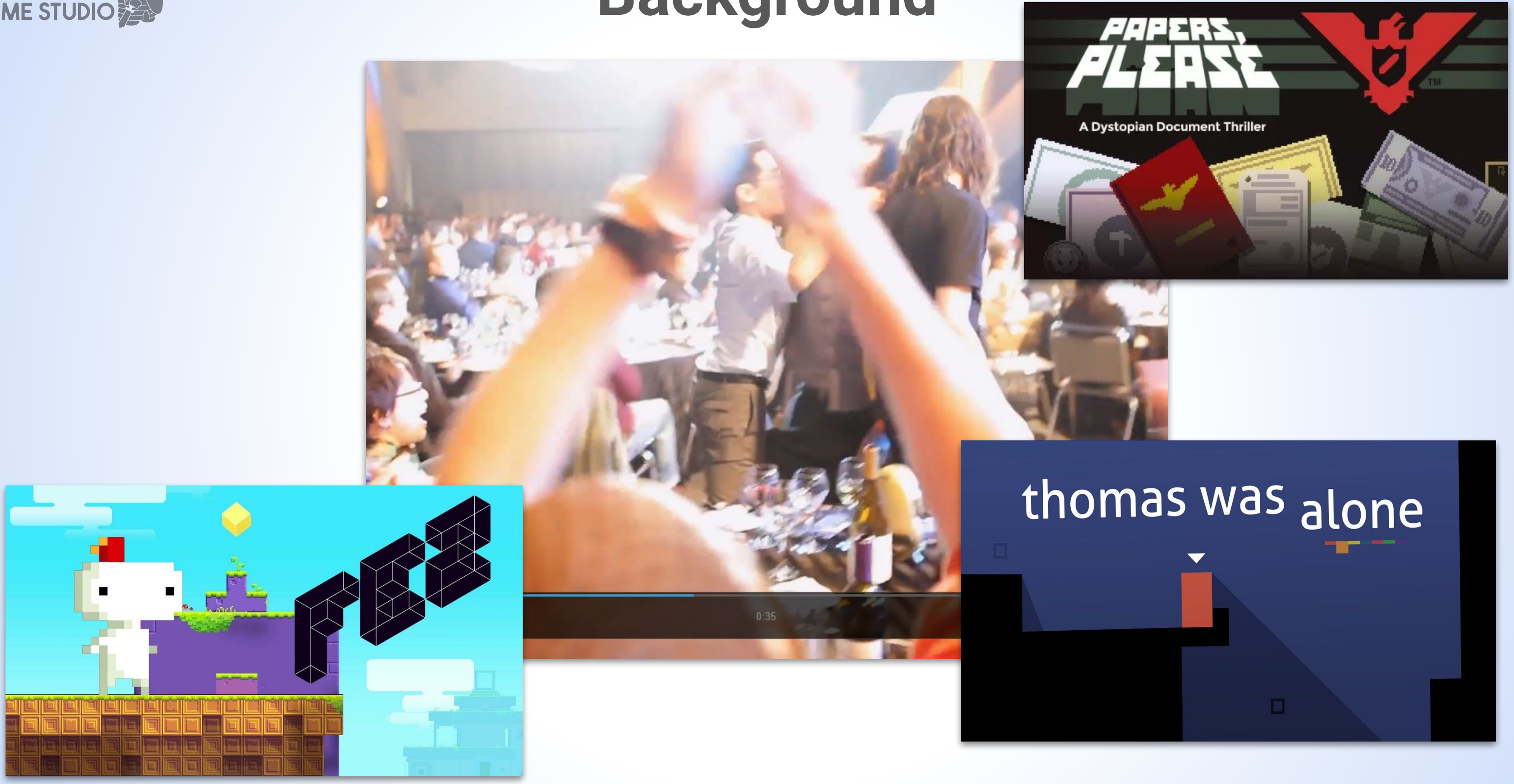
VALIANT
GAME STUDIO

PENDULA
SWING

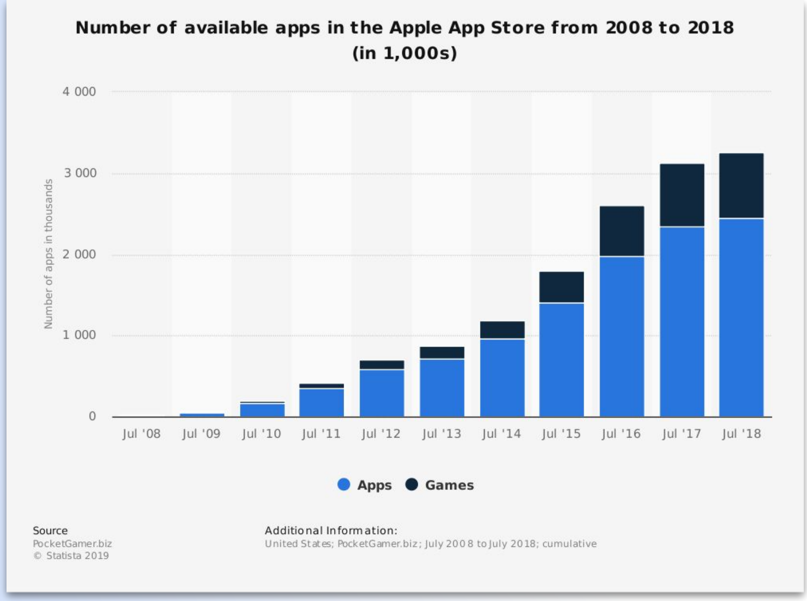
BRINDIE

1. Background to what Steam's like
2. The state of Steam today
3. Ways of bringing a game to market
4. Pricing
5. Sales
6. Other OSs beside Windows
7. Other platforms beside Steam
8. Our journey at Valiant
9. Key takeaways

Background


PAPERS, PLEASE
A Dystopian Document Thriller
0:35
thomas was alone
FEZ

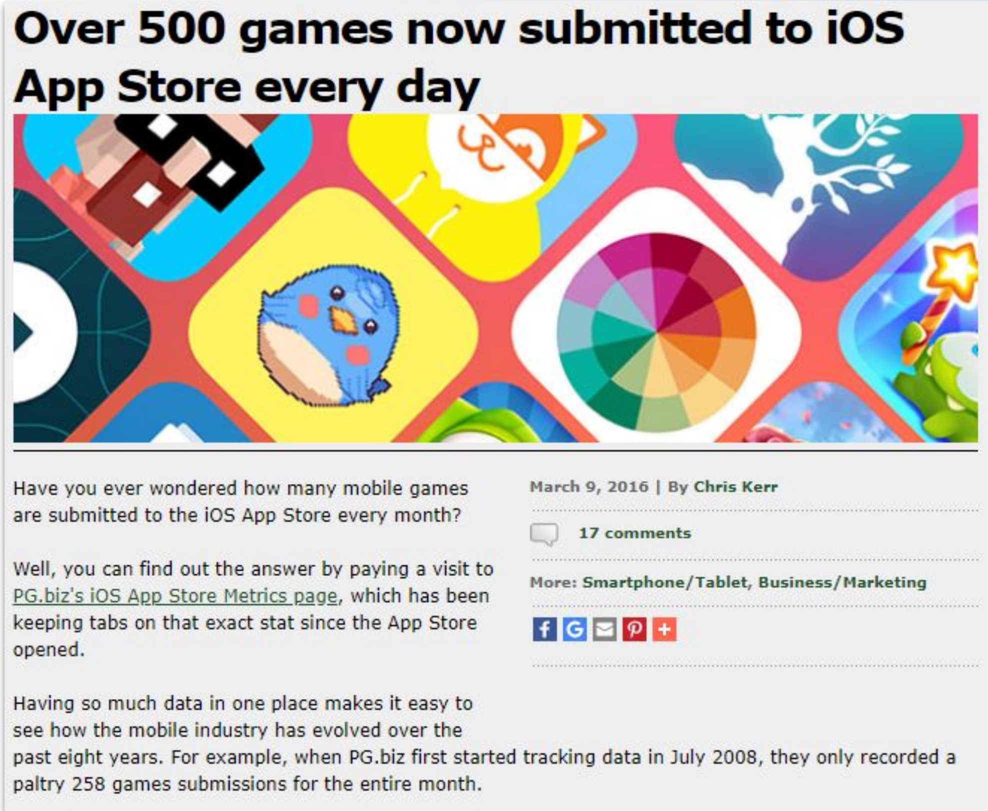
http://buy.indiegamethemovie.com/



Number of available apps in the Apple App Store from 2008 to 2018 (in 1,000s)

Source
PocketGamer.biz
© Statista 2019

Additional Information:
United States; PocketGamer.biz; July 2008 to July 2018; cumulative



Over 500 games now submitted to iOS App Store every day

March 9, 2016 | By **Chris Kerr**

17 comments

More: **Smartphone/Tablet**, **Business/Marketing**

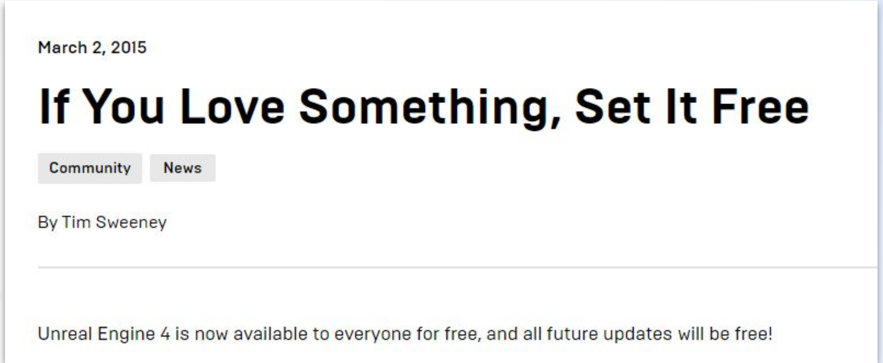
Have you ever wondered how many mobile games are submitted to the iOS App Store every month?

Well, you can find out the answer by paying a visit to PG.biz's iOS App Store Metrics page, which has been keeping tabs on that exact stat since the App Store opened.

Having so much data in one place makes it easy to see how the mobile industry has evolved over the past eight years. For example, when PG.biz first started tracking data in July 2008, they only recorded a paltry 258 games submissions for the entire month.

https://www.statista.com/statistics/268251/number-of-apps-in-the-itunes-app-store-since-2008/

UNREAL ENGINE



March 2, 2015

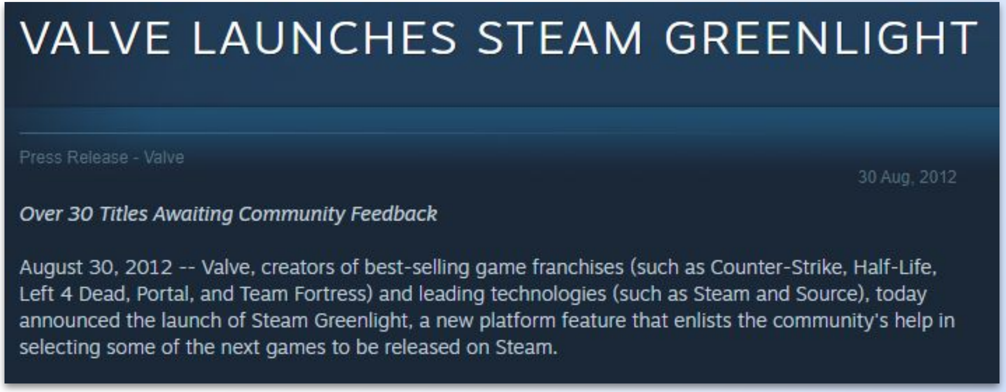
If You Love Something, Set It Free

Community News

By Tim Sweeney

Unreal Engine 4 is now available to everyone for free, and all future updates will be free!

unity



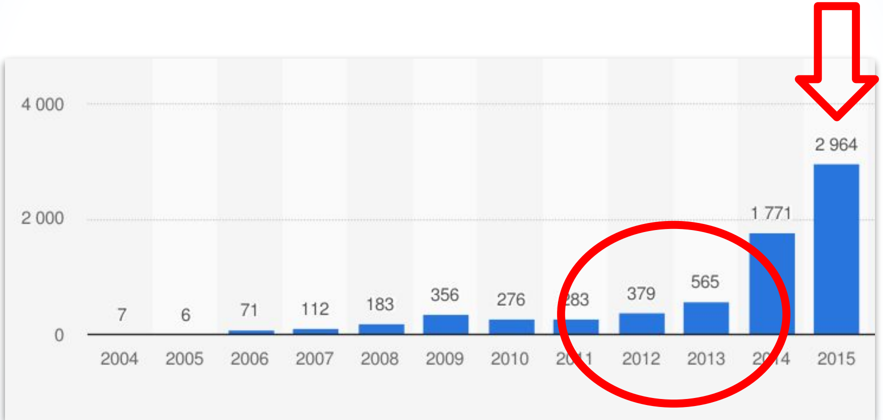
VALVE LAUNCHES STEAM GREENLIGHT

Press Release - Valve

30 Aug, 2012

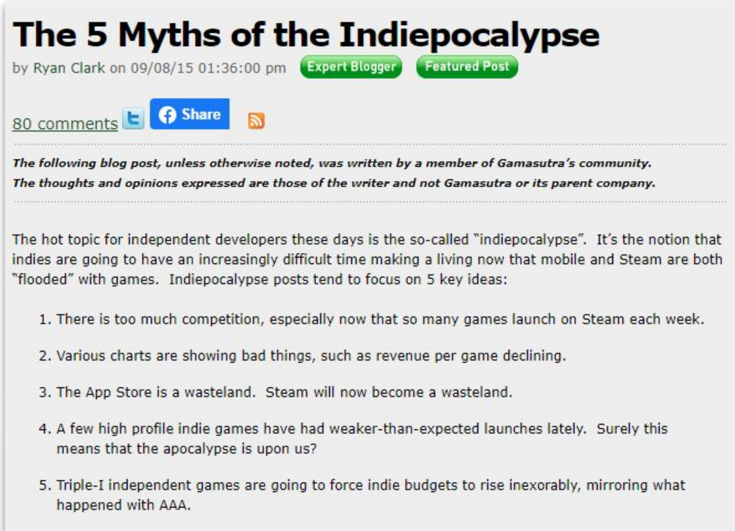
Over 30 Titles Awaiting Community Feedback

August 30, 2012 -- Valve, creators of best-selling game franchises (such as Counter-Strike, Half-Life, Left 4 Dead, Portal, and Team Fortress) and leading technologies (such as Steam and Source), today announced the launch of Steam Greenlight, a new platform feature that enlists the community's help in selecting some of the next games to be released on Steam.



https://www.statista.com/statistics/552623/number-games-released-steam/

In 2015, people started using the term **“indiepocalypse”**



The 5 Myths of the Indiepocalypse

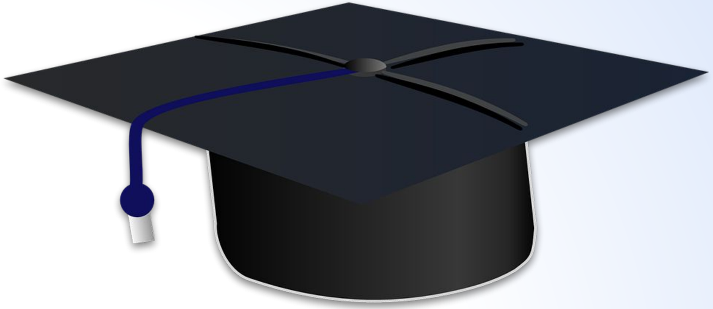
by Ryan Clark on 09/08/15 01:36:00 pm

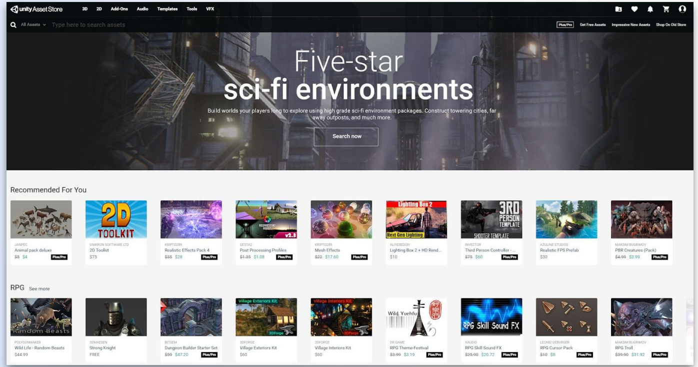
The following blog post, unless otherwise noted, was written by a member of Gamasutra’s community. The thoughts and opinions expressed are those of the writer and not Gamasutra or its parent company.

The hot topic for independent developers these days is the so-called “indiepocalypse”. It’s the notion that indies are going to have an increasingly difficult time making a living now that mobile and Steam are both “flooded” with games. Indiepocalypse posts tend to focus on 5 key ideas:

1. There is too much competition, especially now that so many games launch on Steam each week.
2. Various charts are showing bad things, such as revenue per game declining.
3. The App Store is a wasteland. Steam will now become a wasteland.
4. A few high profile indie games have had weaker-than-expected launches lately. Surely this means that the apocalypse is upon us?
5. Triple-I independent games are going to force indie budgets to rise inexorably, mirroring what happened with AAA.

blender®




unity Asset Store
3D
2D
Add-Ons
Audio
Templates
Tools
VFX
All Assets
Type here to search assets
Plus/Pro
Get Free Assets
Impressive New Assets
Shop On Old Store
Search now

Five-star
sci-fi environments

Build worlds your players long to explore using high grade sci-fi environment packages. Construct towering cities, far away outposts, and much more.

Recommended For You

JANPEC
Animal pack deluxe
~~$5~~ $4 Plus/Pro

UNIKRON SOFTWARE LTD
2D Toolkit
$75

KRIPTO289
Realistic Effects Pack 4
~~$35~~ $28 Plus/Pro

GESTA2
Post Processing Profiles
~~$1.35~~ $1.08 Plus/Pro

KRIPTO289
Mesh Effects
~~$22~~ $17.60 Plus/Pro

ALIYEREDON
Lighting Box 2 + HD Rend...
$10

INVECTOR
Third Person Controller - ...
~~$75~~ $60 Plus/Pro

AZULINE STUDIOS
Realistic FPS Prefab
$30

MAKSIM BUGRIMOV
PBR Creatures (Pack)
~~$4.99~~ $3.99 Plus/Pro

RPG See more

POLYGONMAKER
Wild Life - Random Beasts
$44.99

3DMAESEN
Strong Knight
FREE

BITGEM
Dungeon Builder Starter Set
~~$59~~ $47.20 Plus/Pro

3DFORGE
Village Exteriors Kit
$60

3DFORGE
Village Interiors Kit
$60

DR.GAME
RPG Theme-Festival
~~$3.99~~ $3.19 Plus/Pro

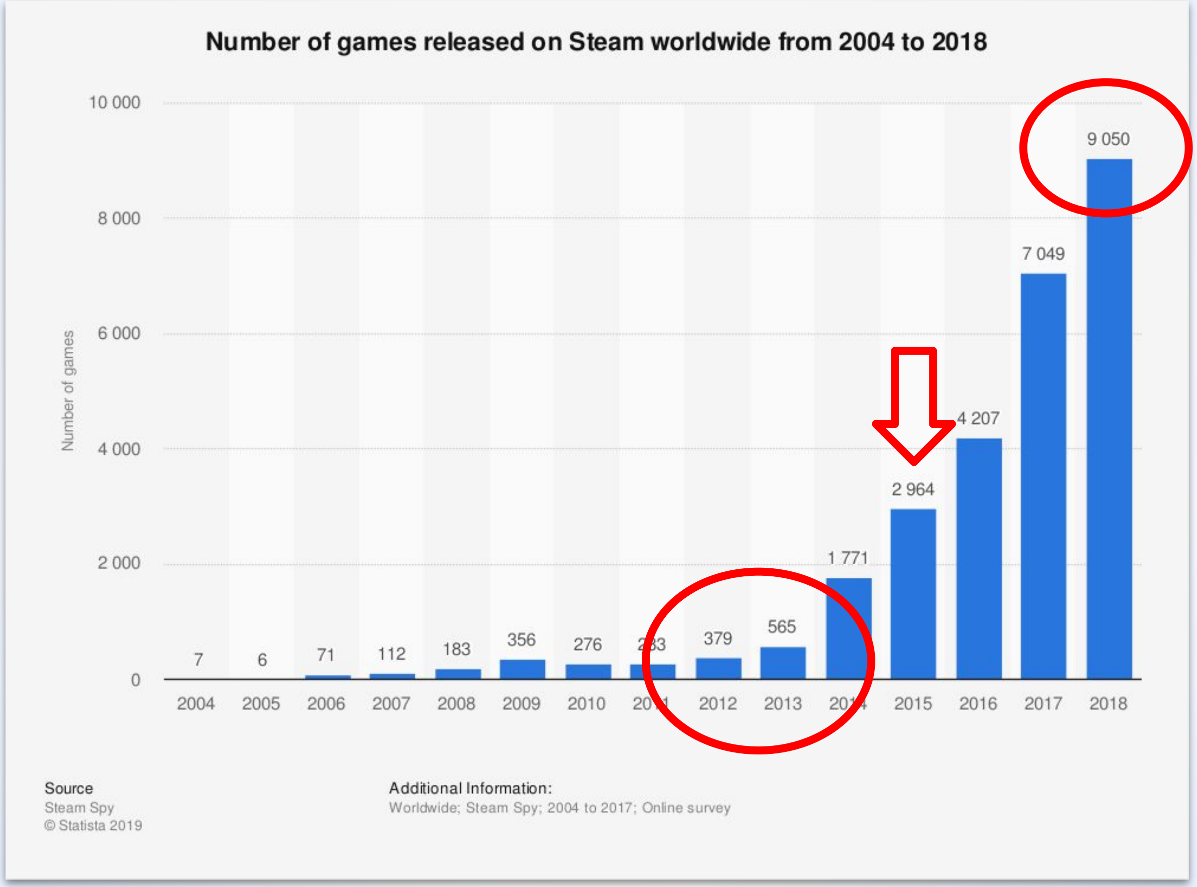
XAUDIO
RPG Skill Sound FX
~~$25.90~~ $20.72 Plus/Pro

LEONID DEBURGER
RPG Cursor Pack
~~$10~~ $8 Plus/Pro

MAKSIM BUGRIMOV
RPG Troll
~~$39.90~~ $31.92 Plus/Pro

STEAM
~~GREENLIGHT~~™
DIRECT

Steam today



Number of games released on Steam worldwide from 2004 to 2018

Source
Steam Spy
© Statista 2019

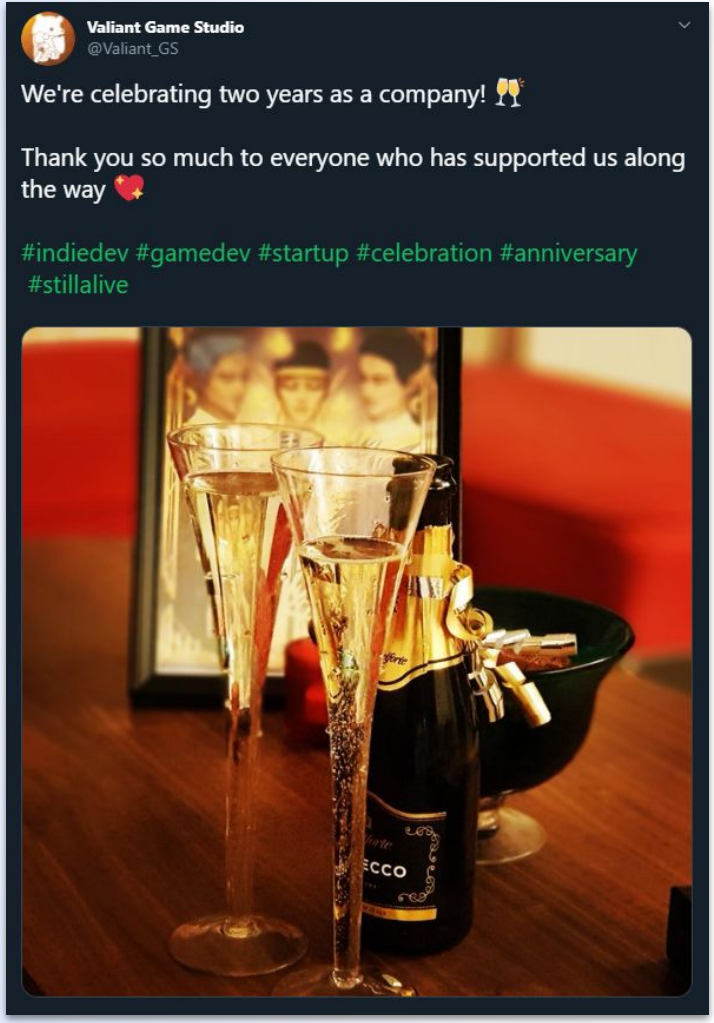
Additional Information:
Worldwide; Steam Spy; 2004 to 2017; Online survey

https://www.statista.com/statistics/552623/number-games-released-steam/

The average game on Steam will sell about
2000 copies and make
$12,500 in revenue in its first **month**.

The average game will make
$30,000 in its first **year**.

https://www.pcgamer.com/gdcs-realistic-talk-about-game-sales-on-steam-paints-a-grim-picture/



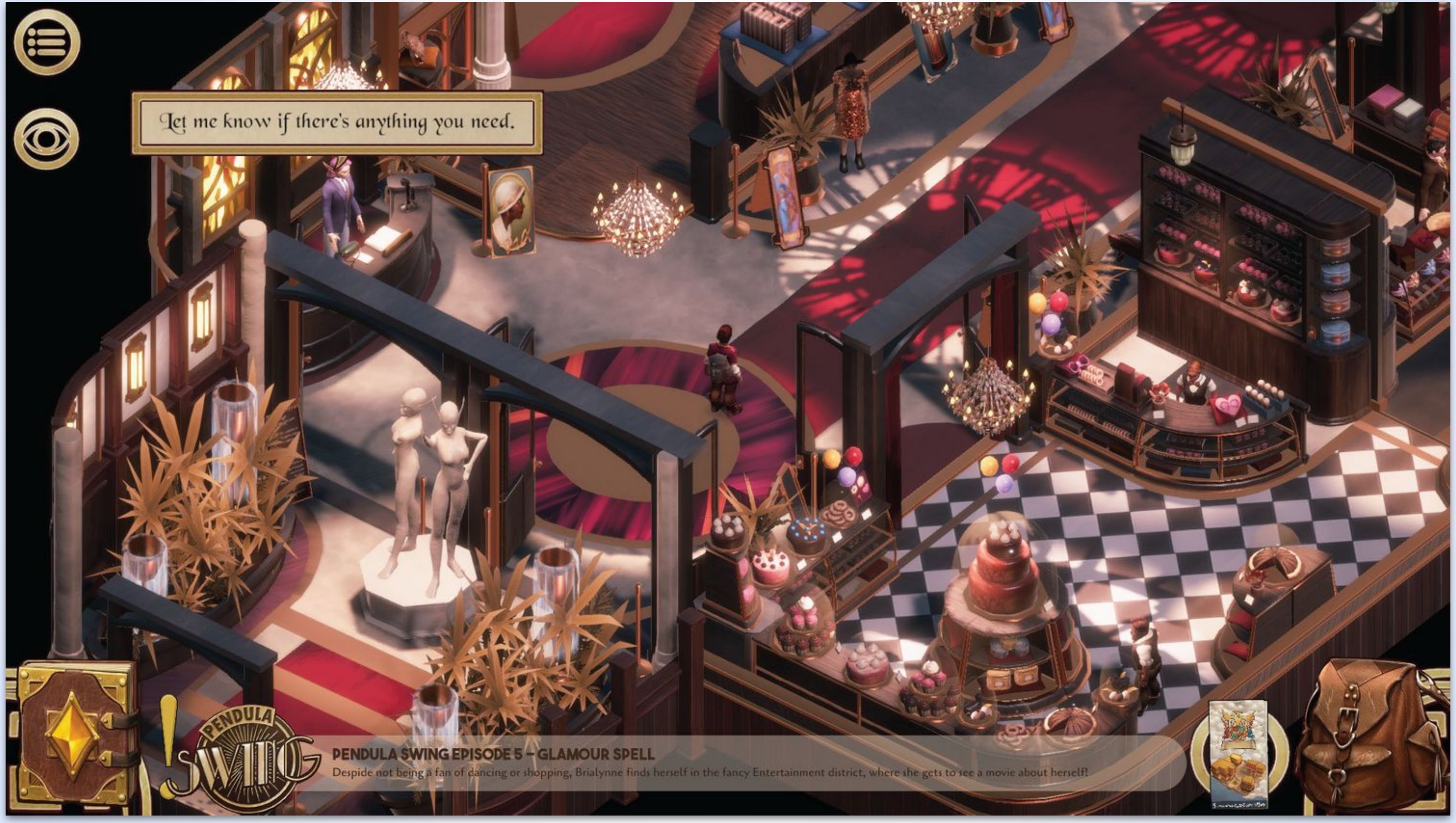
Valiant Game Studio
@Valiant_GS

We're celebrating two years as a company! 🥂

Thank you so much to everyone who has supported us along the way 💖

#indiedev #gamedev #startup #celebration #anniversary #stillalive

About Pendula Swing



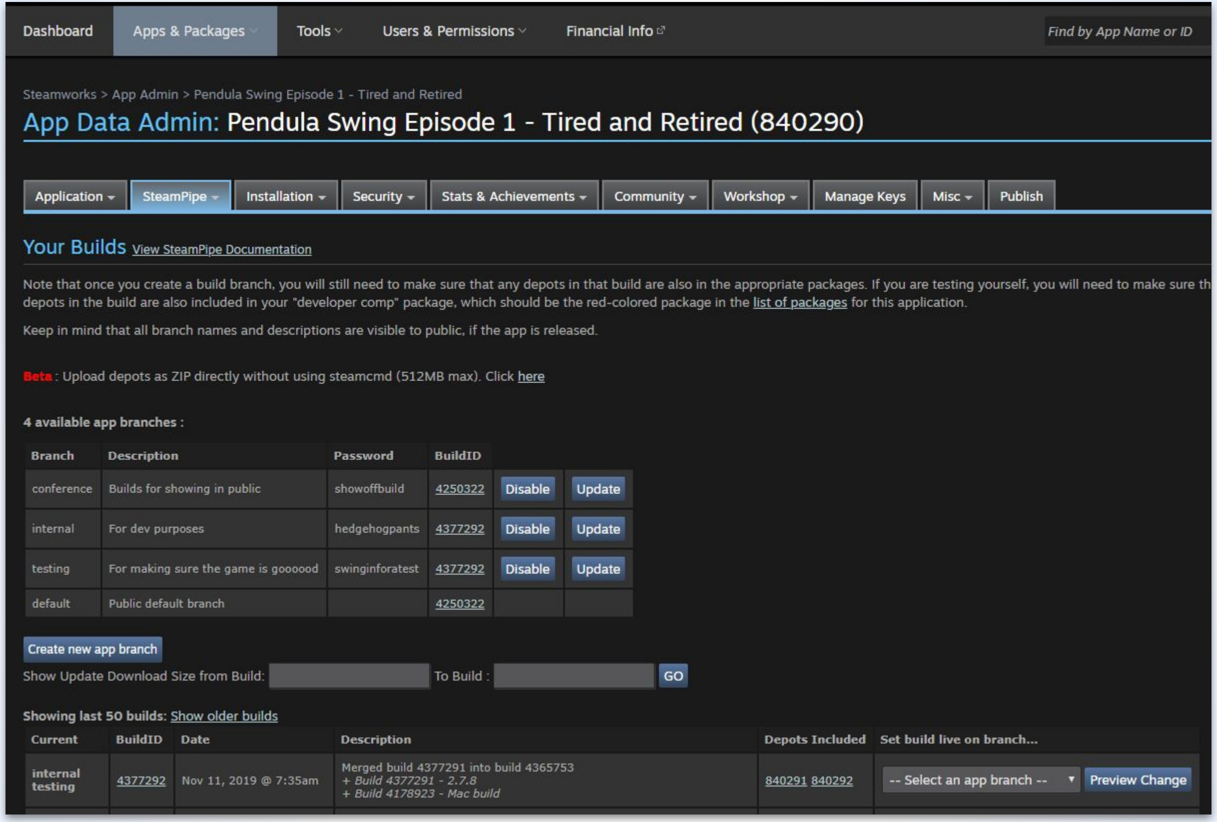
Let me know if there's anything you need.

PENDULA SWING EPISODE 5 – GLAMOUR SPELL

Despide not being a fan of dancing or shopping, Brialynne finds herself in the fancy Entertainment district, where she gets to see a movie about herself!

Ways of bringing games to market

1. Premium
2. F2P
3. Episodic
4. Subscription
5. Season pass
6. Early Access
7. etc


Dashboard
Apps & Packages
Tools
Users & Permissions
Financial Info
Find by App Name or ID
Application
SteamPipe
Installation
Security
Stats & Achievements
Community
Workshop
Manage Keys
Misc
Publish

Steamworks > App Admin > Pendula Swing Episode 1 - Tired and Retired

App Data Admin: Pendula Swing Episode 1 - Tired and Retired (840290)

Your Builds View SteamPipe Documentation

Note that once you create a build branch, you will still need to make sure that any depots in that build are also in the appropriate packages. If you are testing yourself, you will need to make sure th depots in the build are also included in your "developer comp" package, which should be the red-colored package in the list of packages for this application.

Keep in mind that all branch names and descriptions are visible to public, if the app is released.

Beta : Upload depots as ZIP directly without using steamcmd (512MB max). Click here

4 available app branches :

Branch	Description	Password	BuildID		
conference	Builds for showing in public	showoffbuild	4250322	Disable	Update
internal	For dev purposes	hedgehogpants	4377292	Disable	Update
testing	For making sure the game is goooood	swinginforatest	4377292	Disable	Update
default	Public default branch		4250322		

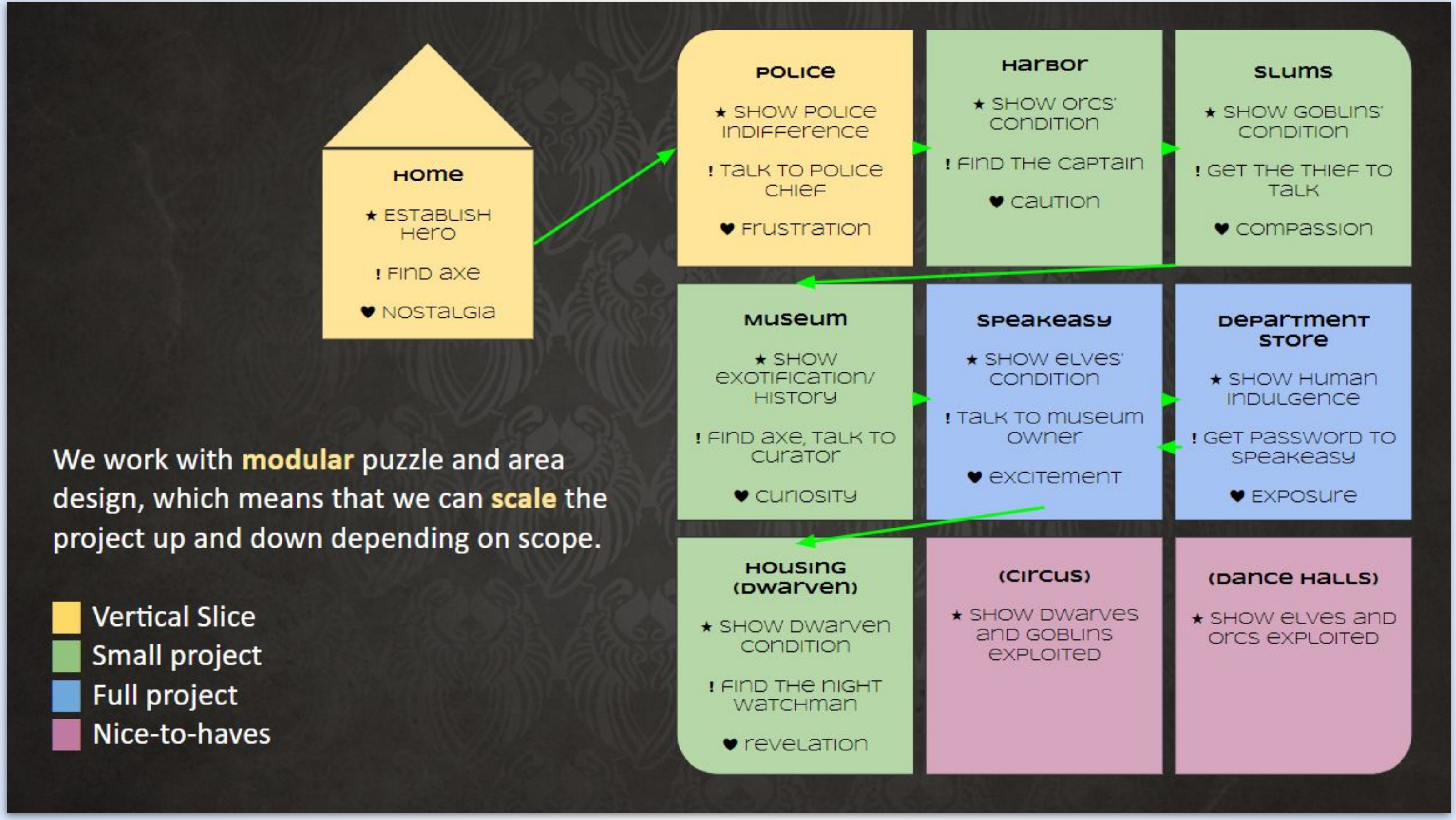
Create new app branch

Show Update Download Size from Build: To Build :

Showing last 50 builds: Show older builds

Current	BuildID	Date	Description	Depots Included	Set build live on branch...
internal testing	4377292	Nov 11, 2019 @ 7:35am	Merged build 4377291 into build 4365753 *+ Build 4377291 - 2.7.8* *+ Build 4178923 - Mac build*	840291 840292	-- Select an app branch -- Preview Change

Steam Direct: $100



We work with **modular** puzzle and area design, which means that we can **scale** the project up and down depending on scope.

🟨 Vertical Slice
🟩 Small project
🟦 Full project
🟪 Nice-to-haves

Home
★ Establish hero
! Find axe
♥ Nostalgia

Police
★ Show police indifference
! Talk to police chief
♥ Frustration

Harbor
★ Show orcs' condition
! Find the captain
♥ Caution

Slums
★ Show goblins' condition
! Get the thief to talk
♥ Compassion

Museum
★ Show exotification/ history
! Find axe, talk to curator
♥ Curiosity

Speakeasy
★ Show elves' condition
! Talk to museum owner
♥ Excitement

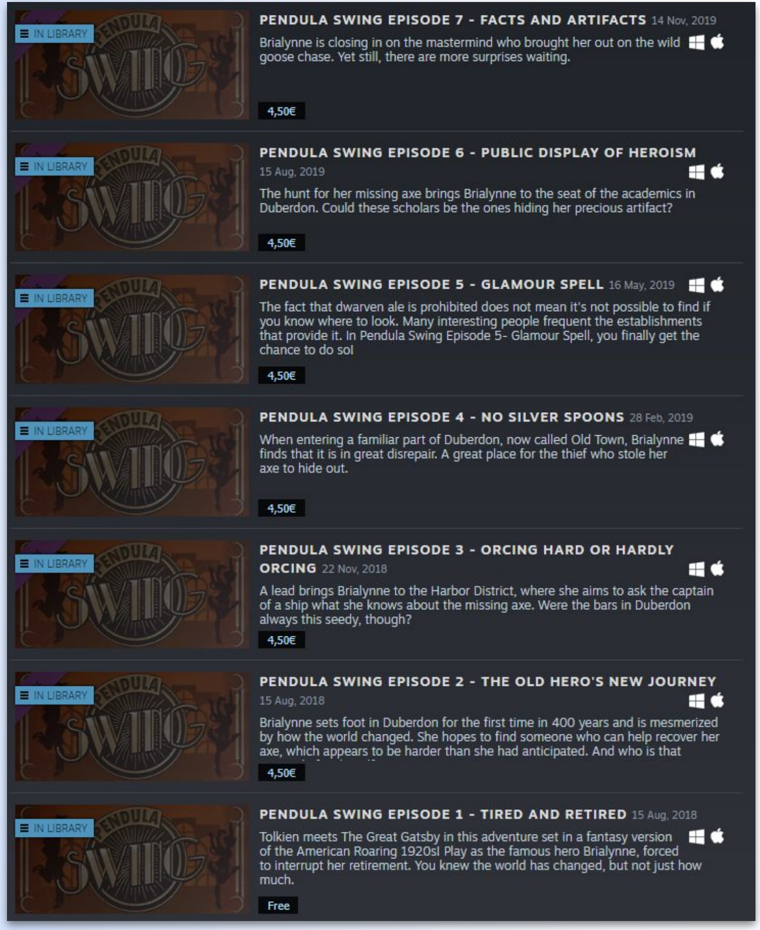
Department store
★ Show human indulgence
! Get password to speakeasy
♥ Exposure

Housing (Dwarven)
★ Show dwarven condition
! Find the night watchman
♥ Revelation

(Circus)
★ Show dwarves and goblins exploited

(Dance Halls)
★ Show elves and orcs exploited

Pricing



IN LIBRARY

PENDULA SWING EPISODE 7 - FACTS AND ARTIFACTS 14 Nov, 2019

Brialynne is closing in on the mastermind who brought her out on the wild goose chase. Yet still, there are more surprises waiting.

4,50€

IN LIBRARY

PENDULA SWING EPISODE 6 - PUBLIC DISPLAY OF HEROISM

15 Aug, 2019

The hunt for her missing axe brings Brialynne to the seat of the academics in Duberdon. Could these scholars be the ones hiding her precious artifact?

4,50€

IN LIBRARY

PENDULA SWING EPISODE 5 - GLAMOUR SPELL 16 May, 2019

The fact that dwarven ale is prohibited does not mean it's not possible to find if you know where to look. Many interesting people frequent the establishments that provide it. In Pendula Swing Episode 5- Glamour Spell, you finally get the chance to do sol

4,50€

IN LIBRARY

PENDULA SWING EPISODE 4 - NO SILVER SPOONS 28 Feb, 2019

When entering a familiar part of Duberdon, now called Old Town, Brialynne finds that it is in great disrepair. A great place for the thief who stole her axe to hide out.

4,50€

IN LIBRARY

PENDULA SWING EPISODE 3 - ORCING HARD OR HARDLY ORCING 22 Nov, 2018

A lead brings Brialynne to the Harbor District, where she aims to ask the captain of a ship what she knows about the missing axe. Were the bars in Duberdon always this seedy, though?

4,50€

IN LIBRARY

PENDULA SWING EPISODE 2 - THE OLD HERO'S NEW JOURNEY

15 Aug, 2018

Brialynne sets foot in Duberdon for the first time in 400 years and is mesmerized by how the world changed. She hopes to find someone who can help recover her axe, which appears to be harder than she had anticipated. And who is that

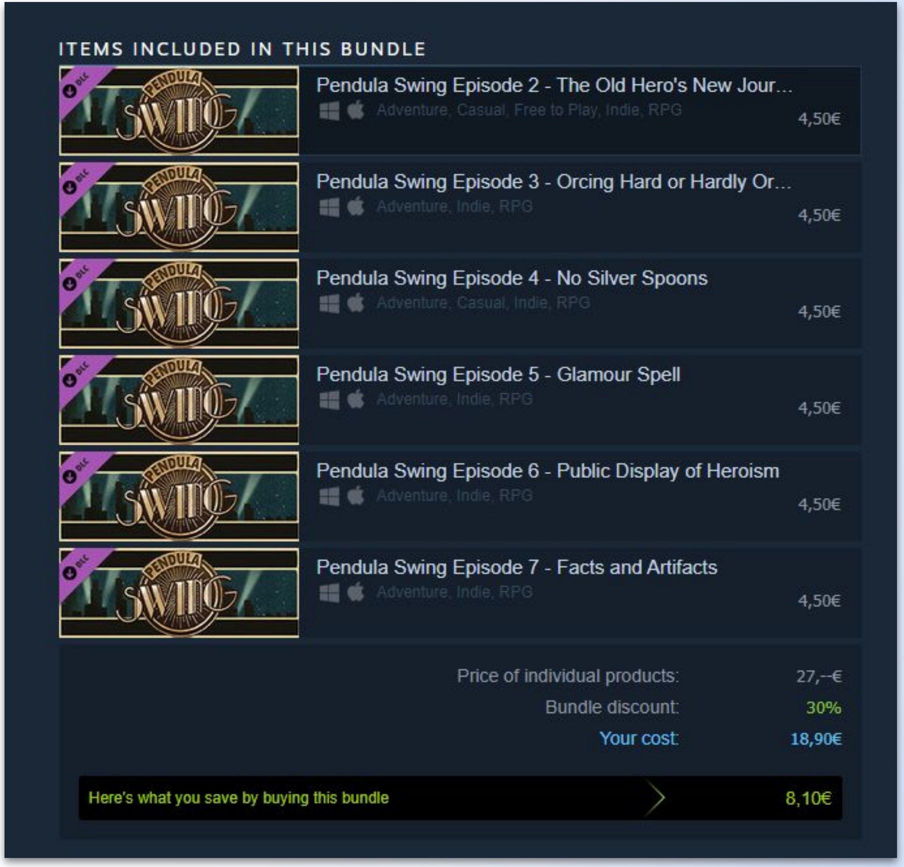
4,50€

IN LIBRARY

PENDULA SWING EPISODE 1 - TIRED AND RETIRED 15 Aug, 2018

Tolkien meets The Great Gatsby in this adventure set in a fantasy version of the American Roaring 1920sl Play as the famous hero Brialynne, forced to interrupt her retirement. You knew the world has changed, but not just how much.

Free

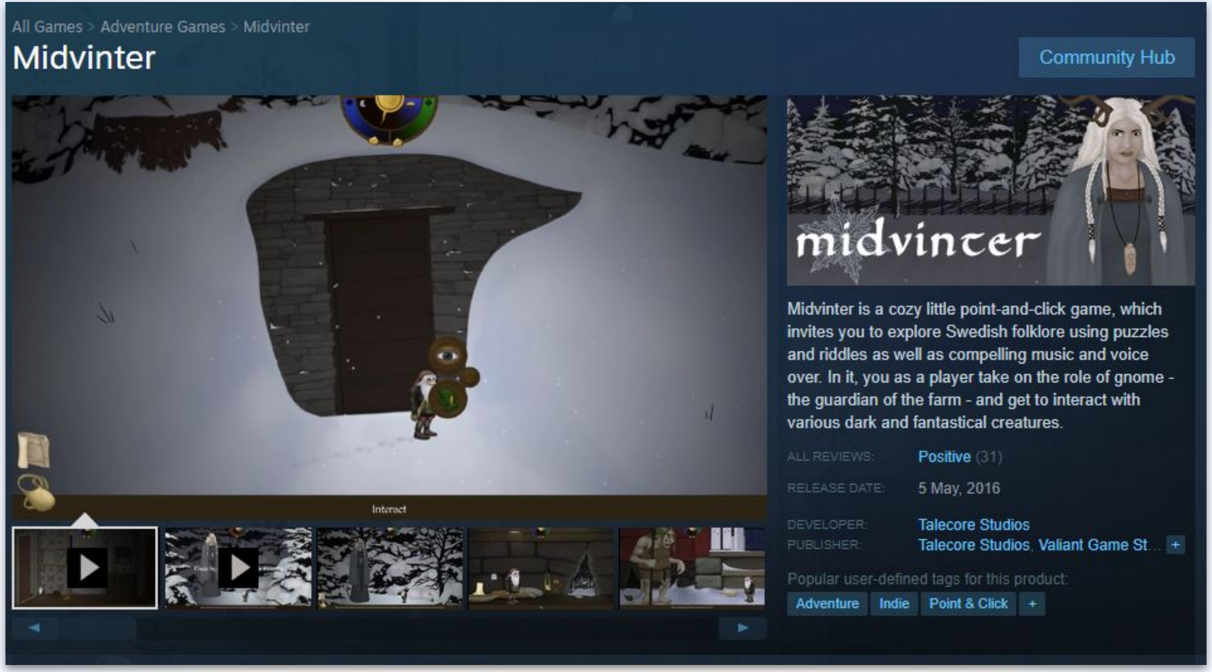


ITEMS INCLUDED IN THIS BUNDLE

Pendula Swing Episode 2 - The Old Hero's New Jour...	Adventure, Casual, Free to Play, Indie, RPG	4,50€
Pendula Swing Episode 3 - Orcing Hard or Hardly Or...	Adventure, Indie, RPG	4,50€
Pendula Swing Episode 4 - No Silver Spoons	Adventure, Casual, Indie, RPG	4,50€
Pendula Swing Episode 5 - Glamour Spell	Adventure, Indie, RPG	4,50€
Pendula Swing Episode 6 - Public Display of Heroism	Adventure, Indie, RPG	4,50€
Pendula Swing Episode 7 - Facts and Artifacts	Adventure, Indie, RPG	4,50€

Price of individual products:	27,--€
Bundle discount:	30%
Your cost:	18,90€

Here's what you save by buying this bundle 8,10€



All Games > Adventure Games > Midvinter
Community Hub
midvinter
Interact

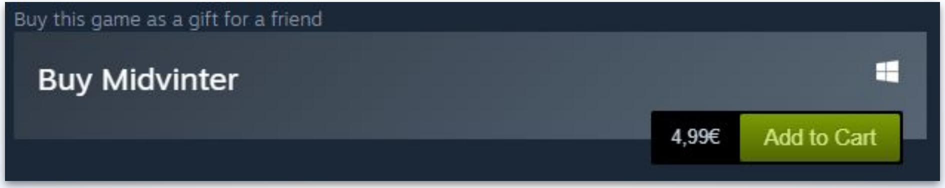
Midvinter

Midvinter is a cozy little point-and-click game, which invites you to explore Swedish folklore using puzzles and riddles as well as compelling music and voice over. In it, you as a player take on the role of gnome - the guardian of the farm - and get to interact with various dark and fantastical creatures.

ALL REVIEWS: Positive (31)
RELEASE DATE: 5 May, 2016
DEVELOPER: Talecore Studios
PUBLISHER: Talecore Studios, Valiant Game St... +

Popular user-defined tags for this product:

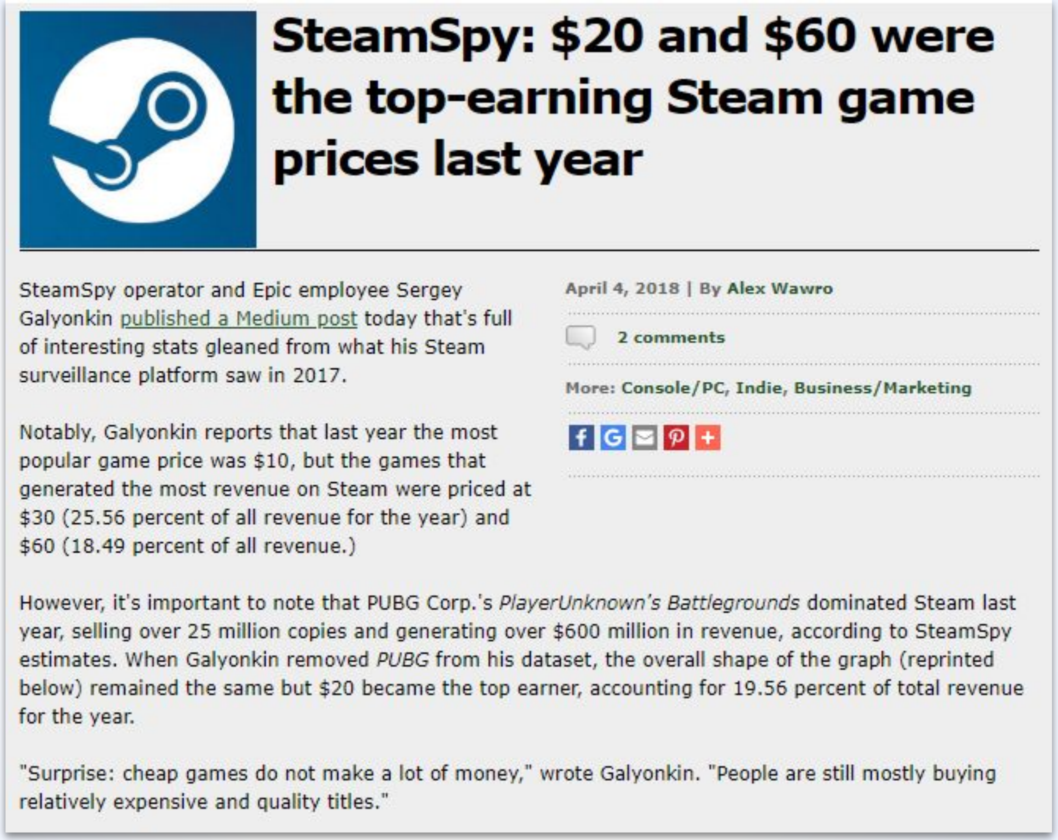
Adventure
Indie
Point & Click
+



Buy this game as a gift for a friend

Buy Midvinter

4,99€
Add to Cart



SteamSpy: $20 and $60 were the top-earning Steam game prices last year

April 4, 2018 | By **Alex Wawro**

2 comments

More: **Console/PC**, **Indie**, **Business/Marketing**

SteamSpy operator and Epic employee Sergey Galyonkin published a Medium post today that's full of interesting stats gleaned from what his Steam surveillance platform saw in 2017.

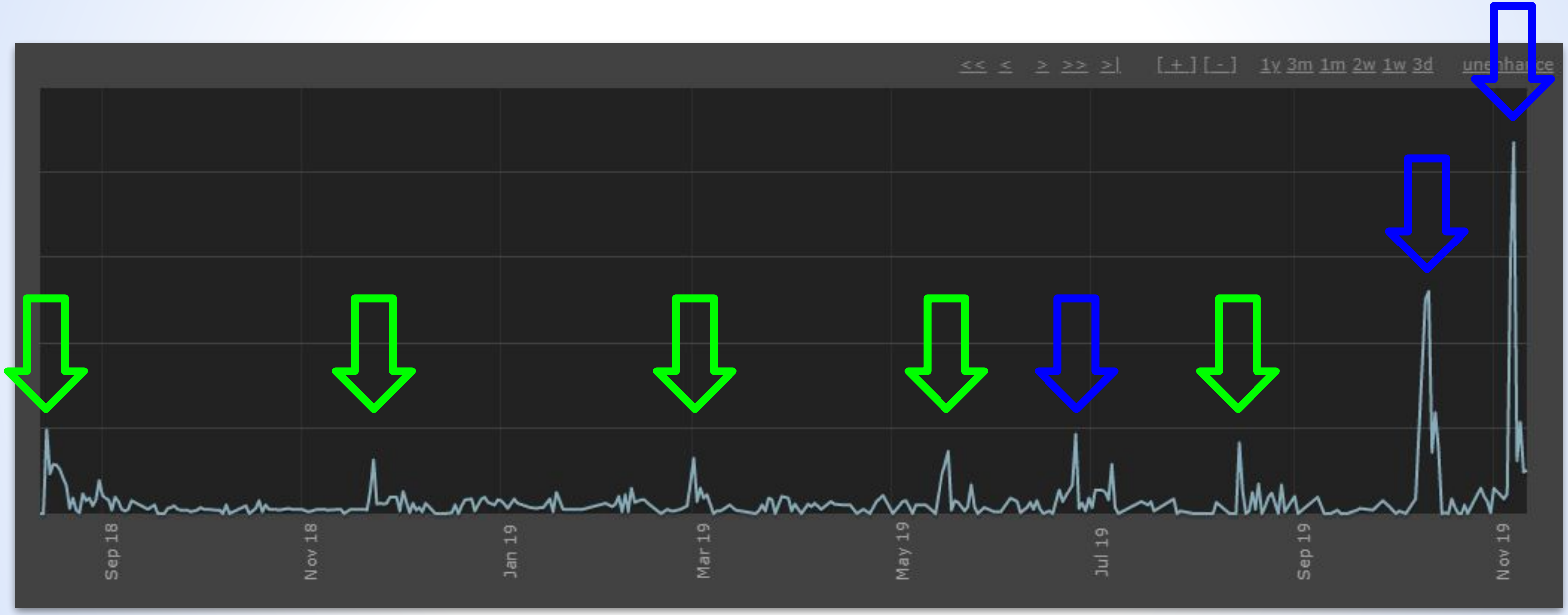
Notably, Galyonkin reports that last year the most popular game price was $10, but the games that generated the most revenue on Steam were priced at $30 (25.56 percent of all revenue for the year) and $60 (18.49 percent of all revenue.)

However, it's important to note that PUBG Corp.'s *PlayerUnknown's Battlegrounds* dominated Steam last year, selling over 25 million copies and generating over $600 million in revenue, according to SteamSpy estimates. When Galyonkin removed *PUBG* from his dataset, the overall shape of the graph (reprinted below) remained the same but $20 became the top earner, accounting for 19.56 percent of total revenue for the year.

"Surprise: cheap games do not make a lot of money," wrote Galyonkin. "People are still mostly buying relatively expensive and quality titles."

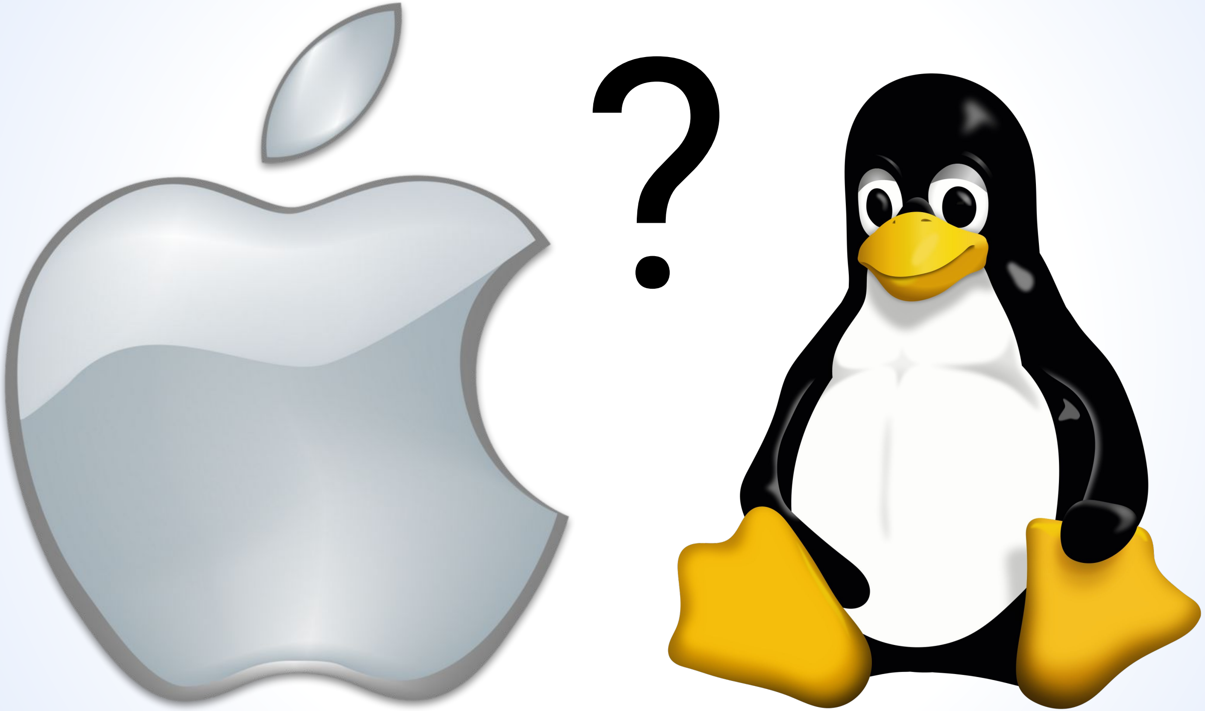
https://www.gamasutra.com/view/news/316146/SteamSpy_20_and_60_were_the_topearning_Steam_game_prices_last_year.php

Sales



<< < > >> >|
[+] [-]
1y 3m 1m 2w 1w 3d
unenhance
Sep 18
Nov 18
Jan 19
Mar 19
May 19
Jul 19
Sep 19
Nov 19

OS



Platforms

?

XBOX

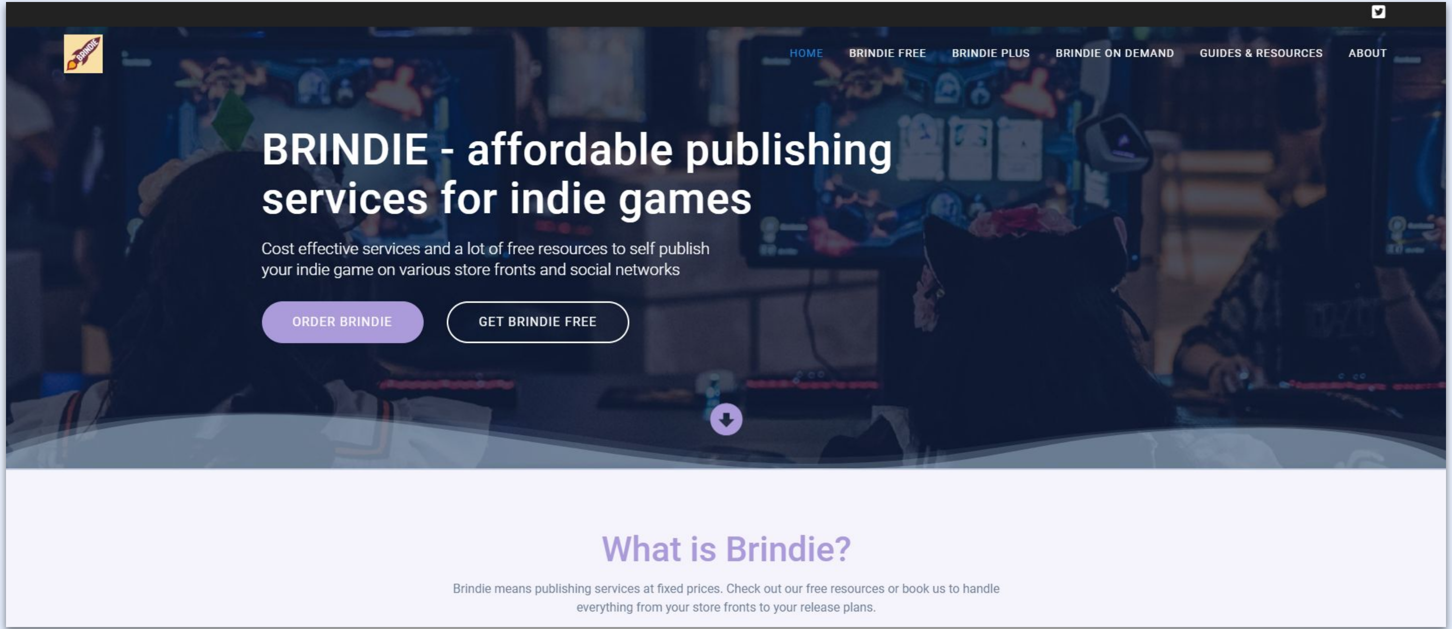
?

NINTENDO
SWITCH

PS4™

?

Our journey

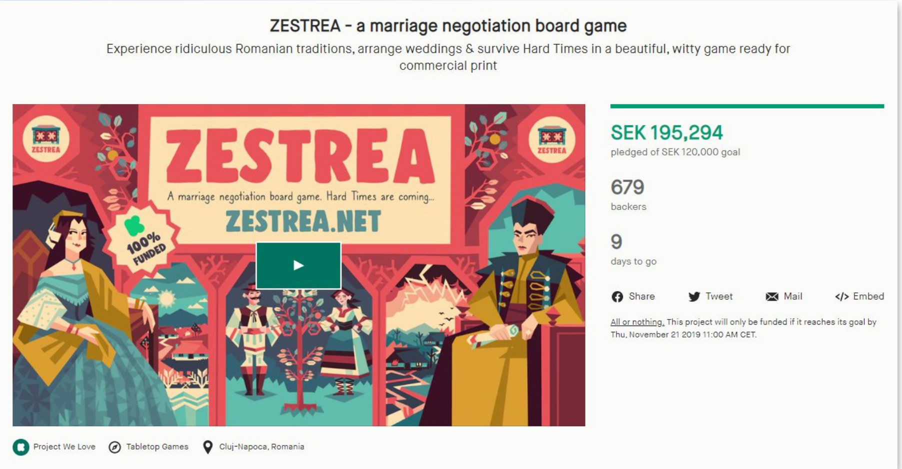

HOME
BRINDIE FREE
BRINDIE PLUS
BRINDIE ON DEMAND
GUIDES & RESOURCES
ABOUT
ORDER BRINDIE
GET BRINDIE FREE

BRINDIE - affordable publishing services for indie games

Cost effective services and a lot of free resources to self publish your indie game on various store fronts and social networks

What is Brindie?

Brindie means publishing services at fixed prices. Check out our free resources or book us to handle everything from your store fronts to your release plans.



ZESTREA - a marriage negotiation board game

Experience ridiculous Romanian traditions, arrange weddings & survive Hard Times in a beautiful, witty game ready for commercial print

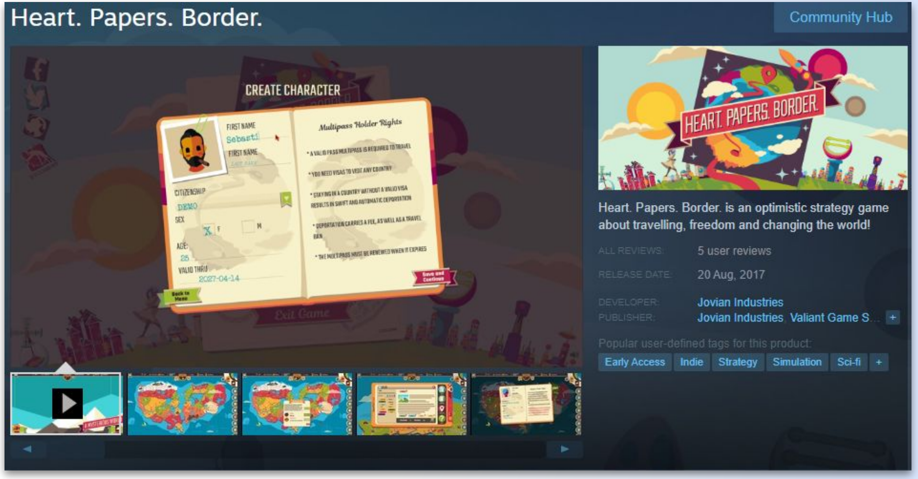
SEK 195,294
pledged of SEK 120,000 goal

679
backers

9
days to go

All or nothing. This project will only be funded if it reaches its goal by Thu, November 21 2019 11:00 AM CET.

ZESTREA
A marriage negotiation board game. Hard Times are coming...
ZESTREA.NET
100% FUNDED
Share
Tweet
Mail
</> Embed
Project We Love
Tabletop Games
Cluj-Napoca, Romania



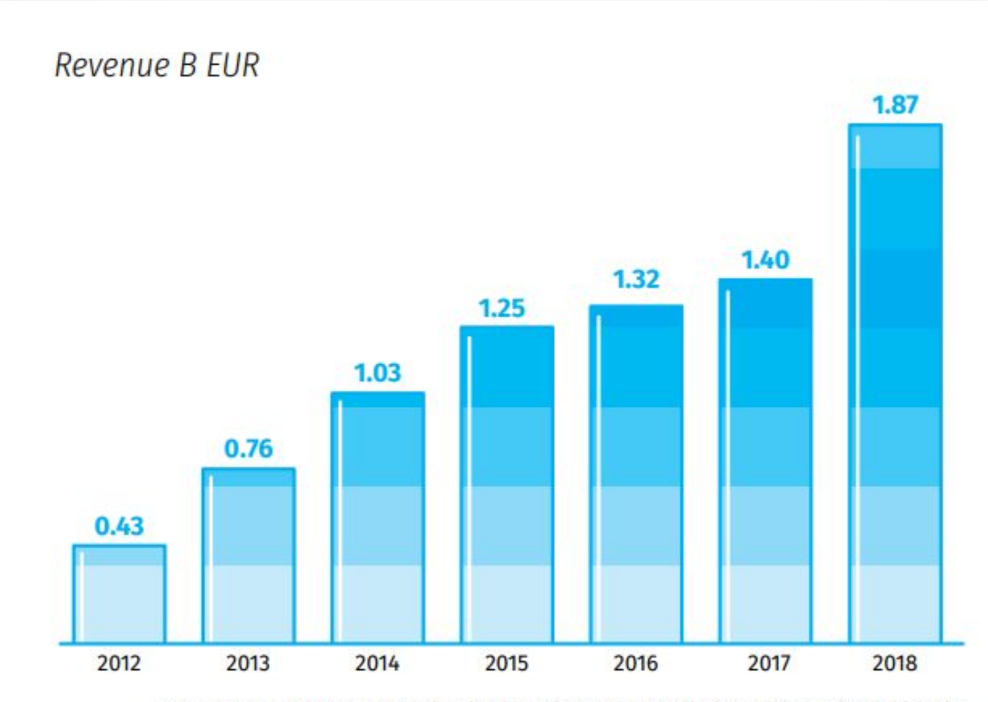
Heart. Papers. Border.

Heart. Papers. Border. is an optimistic strategy game about travelling, freedom and changing the world!

ALL REVIEWS: 5 user reviews
RELEASE DATE: 20 Aug, 2017
DEVELOPER: Jovian Industries
PUBLISHER: Jovian Industries, Valiant Game S...

Popular user-defined tags for this product:

Community Hub
CREATE CHARACTER
Multipass Holder Rights
HEART. PAPERS. BORDER.
+
Early Access
Indie
Strategy
Simulation
Sci-fi
+



Currency conversions from SEK to EUR is based on the yearly average reported by the Swedish Central Bank, Riksbanken

https://dataspelsbranschen.se/s/GDI19_web.pdf

The **challenge** is to **stand out**,
and finding **alternative sources of revenue**.

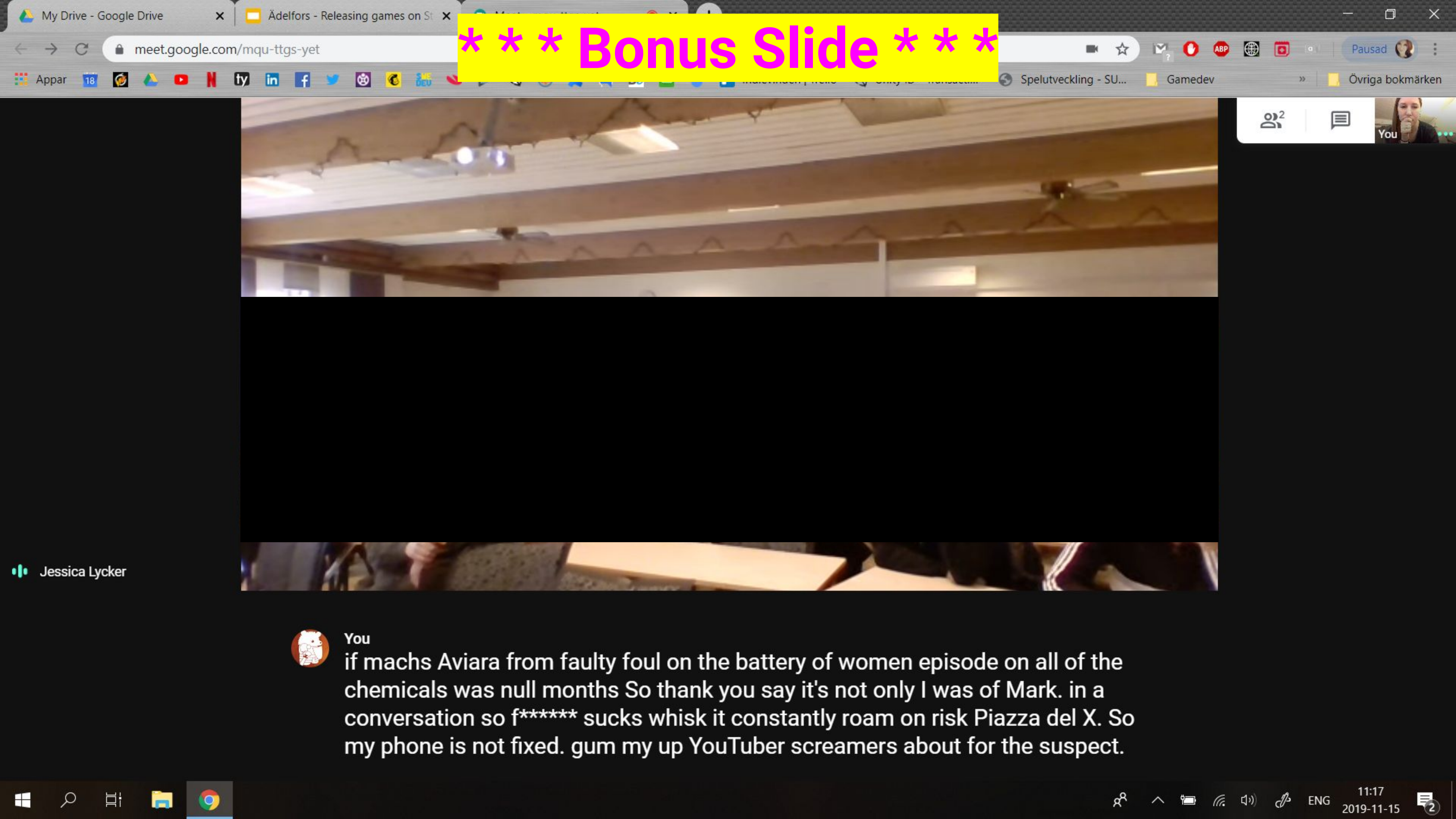
Key takeaways

1. Find your **target audience**, and stick to it
2. Be open to **pivot** - have plans, but be ready to change them
3. Strive for a **diverse portfolio**
4. **Don’t** plan a **Magnum Opus** and build a company just because you have to
5. If no-one in the team likes business, **find a CEO/bizdev person**
6. There are **alternative ways of earning money**, besides just making games
7. Keep your **IP** in mind
8. Find ways to be **unique**

VALIANT
GAME STUDIO

Thank you!

* * * Bonus Slide * * *


My Drive - Google Drive
Ädelfors - Releasing games on St
meet.google.com/mqu-ttgs-yet
Pausad
Appar
Spelutveckling - SU...
Gamedev
Övriga bokmärken
You
Jessica Lycker
ENG
11:17
2019-11-15

You

if machs Aviara from faulty foul on the battery of women episode on all of the chemicals was null months So thank you say it's not only I was of Mark. in a conversation so f****** sucks whisk it constantly roam on risk Piazza del X. So my phone is not fixed. gum my up YouTuber screamers about for the suspect.